

## DISPLAY SIGN

### FIELD OF THE INVENTION

5 The present invention relates to a display sign design suitable for use in a broad range of signs, including "for sale" signs, "for rent" signs, and billboards.

### BACKGROUND OF THE INVENTION

Display signs are available for use as, for example "for sale" signs, "for rent" signs, and "garage sale" signs. Typically, a display sign is made of a rectangular panel, on which a particular sign (or a message), such as FOR SALE, is pre-printed, or can be  
10 hand-written by a user.

### SUMMARY OF THE INVENTION

The present invention is directed to a novel display sign design intended to more effectively attract potential buyers' attention. A display sign of the invention comprises generally two portions: a main panel portion including a depiction of a character, such as  
15 a person, and a field for receiving a sign; and an appendage portion extending from the main panel portion to point to an item. The appendage portion is shaped as, and including a depiction of, an appendage, such as an arm, of the character depicted on the main panel portion, so that the character on the display sign as a whole appears to be pointing to the item that the sign is advertising. The depiction of such pointing character  
20 is effective in attracting peoples' attention.

### BRIEF DESCRIPTION OF THE DRAWINGS

The foregoing aspects and many of the attendant advantages of this invention will become more readily appreciated as the same become better understood by reference to the following detailed description, when taken in conjunction with the accompanying  
25 drawings, wherein:

FIGURE 1A is a front view of a display sign of the present invention;

FIGURE 1B is a side (edge) view of the display sign of FIGURE 1A;

FIGURE 1C is a back view of the display sign of FIGURE 1A;

FIGURE 2 is a front view of another embodiment of a display sign of the present invention;

FIGURE 3A is a front view of yet another embodiment of a display sign of the present invention; and

FIGURE 3B is a perspective view of the display sign of FIGURE 3A.

#### DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

Referring to FIGURES 1A-1C, a display sign 10 of the present invention generally incorporates the shape and depiction of a character pointing to an item that the sign is to advertise, so as to more effectively attract peoples' attention. The sign 10 may be made of any suitable material, such as plastic, paper, wood, etc., with its surfaces preferably coated with a suitable material to protect the sign from various external elements (rain, dirt, etc.)

The display sign 10 includes generally two portions: a main panel portion 12 and an appendage portion 13 extending from the main panel portion 12 to point to an item (a place, article, event, etc.) that the display sign is to advertise. The main panel portion 12 includes a depiction of a character 14, such as a person, and a field 16 for receiving a sign, such as FOR SALE, FOR RENT, FOR LEASE, or GARAGE SALE signs (shown in the illustration as "XXX XXXX"). In the illustrated embodiment, the character 14 is a snow man-like character shown in broken lines. Though the main panel portion 12 is shown as a square panel in FIGURES 1A-1C, it should be understood that the main panel portion 12 may take any other shapes. For example, the shape of the main panel portion 12 may coincide with some or all of the outline shape of the particular character 14 depicted thereon. The field 16 may be pre-printed with a particular sign (e.g., FOR SALE), or may be left blank so that a user can enter (e.g., hand-write) any suitable sign.

The appendage portion 13 is generally shaped as, and including a depiction of, an appendage, such as an arm, of the character 14 depicted on the main panel portion 12, so that the character 14 on the display sign 10 appears to be pointing to the item that the sign is to advertise with the appendage 13. As specifically shown in FIGURE 1C, a mirror

image of the same pointing character can be depicted on the back side of the display sign 10, so that the sign will be effective when viewed from both front and back.

FIGURES 2 and 3A, 3B illustrate exemplary alternative embodiments 10a and 10b of the display sign of the present invention. Each of them comprises a main panel portion 12 and an appendage portion 13 extending therefrom, to constitute a depiction of a character, 14a or 14b, pointing to an item that the sign provided in each field 16 is intended to advertise.

Various characters, both living and non-living, such as people (including photographs or caricatures of celebrities, realtors trying to sell/rent/lease real properties using the display sign of the present invention, etc.), animals, imaginary creatures (including Disney® characters, Hanna-Barbera® characters, etc.), etc. can be used as long as they include appendages (arms, legs, tails, etc.) that they can extend to point to an item.

It should be noted that the display sign of the present invention can be relatively small, suitable for use as a "for sale" sign or a "garage sale" sign, or can be relatively large so as to form a billboard. The invention is not limited to any particular size of a display sign.

While the preferred embodiments of the invention have been illustrated and described, it will be appreciated that various changes can be made therein without departing from the spirit and scope of the invention.